

ARGESThe National Insurance Co. Ltd.
Fire ★ Accident
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APRIL 6, 1954**THE JERUSALEM
POST**

8 Pages

PRICE: 100 PRUTA
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**CONSOLIDATED ASSETS
EXCEED 75 MILLION POUNDS
24 BRANCHES
THROUGHOUT THE COUNTRY
Fa Service**
THE PALESTINE DISCOUNT BANK LTD.
Marginal Column
By HAYA SHAPIRO**Rothschilds' Remains
Here for State Burial**

Jerusalem Post Staff

WHEN the Knesset becomes excited at times, vituperations cross in the air, the Speaker pounds his gavel at intervals, some speak and in the gallery the public is aroused from lethargy and jump to their feet to obtain a better view. One wonders why those at the helm do not make good their promise that Democracy shall not be outwitted here as it was in Berlin in 1933.

FOR there is no doubt that the "outbursts" are not spontaneous. When a speaker's agenda is on the agenda, one can see the dramatic personae settling themselves on the front and back benches, very composed, intent on every word the Government utters only to spring up with a prepared phrase at the moment most appropriate to spoil the speaker's effect. The phrase used by the hecklers is generally prepared in advance, and sometimes a not-too-quick participant fails to fit them at the right time. Recently, Dr. Moshe Shai has joined the Communist clique, sinking lower and lower in his subservience to a Miss Wilenska and a Mr. Wilner.

IT should not be too difficult to stop this disgraceful practice by placing a ban on the hecklers or, in some way, to ostracize those members who intend to disrupt the working of the Knesset and the State. However, harsh disciplinary measures imposed on them, in international political developments tend to reveal such professional hecklers in their true light. Jewish Communists in Palestine systematically "dig their own graves" by their support of the Arabs. It was so in 1921, and in 1936, and the story now repeats itself.

FRANKLY, the quandary in which Israel Communists find themselves is, in a way, similar to that which many perfectly loyal Jewish citizens of free countries face when the Governments of those countries resolve, for some reason or other, to act against the interests of the State of Israel. This is the great vital difference, that in a free country the citizen is permitted to voice his disapproval of the Government's action on the ground that it does not help the country's aims. There can also be an "os-trich" solution for a Jew, that of saying that his affiliation to other Jews is purely religious. The Zionist idea was, in fact, a way out of such an awkward situation by giving the Jew the possibility of thinking first of the good of his own people.

THE Communist in Israel has no escape door of any sort. His position is that in which a German Jew would have found himself had he been convinced of the rightness of the Nazi programme. If the overwhelming majority of Germans said that being a good German meant killing Jews, a good German Jew, in order to prove that he was a good German, would kill himself first.

Jerusalem, April 6.

Coin Theft Suspect Found Dead

A Hebrew University caretaker, Mr. Scopus, David Oistrich, 38, yesterday was found dead shortly after he was asked to report to the Jerusalem police for questioning in regard to the theft of 1,000 ancient coins and 150 seals from a strengthen in the Archaeology Department of the University.

The U.N. official asked to bring Oistrich into the Secon Temple had been questioned by his wife for minutes while he "got some things together." Half-an-hour later, U.N. personnel entered his room to find him dead, shot through the head, his right hand still grasping a pistol. The body was taken by a U.N. official to Hadassah hospital.

Jerusalem police yesterday confirmed that Oistrich was believed to have been involved in the theft.

We take pleasure in announcing
the opening of
**TWO NEW BRANCHES IN
TEL AVIV**

1) "BOGRASHOV BRANCH"
31 BEN YEHUDA ROAD
2) "ALIYAH BRANCH"
49 REHOV MERKAS MIS'HAHI

The above Branches will open for business
to-day and will handle banking transactions
of every description.

Business hours:
8.30 a. m. - 12.30 p. m.
3.00 p. m. - 4.30 p. m.

**THE PALESTINE DISCOUNT BANK
FOR SERVICE**

**Commons Accept
Labour Move For
H-Bomb Talks**

BULLETIN:

LONDON, Monday (Reuters).—The Labour opposition motion on the Hydrogen bomb was agreed to without a vote in the Commons tonight.

LONDON, Monday (Reuters).—Prime Minister Sir Winston Churchill declared in a vigorous speech to the Commons today that America's Hydrogen bomb tests had increased the chances of world peace more than the chances of war.

Sir Winston said that the Hydrogen bomb was now in large-scale production in the U.S. "We also believe that, to a lesser degree and possibly in less power, it is in a large-scale production in Russia."

Referring to the opposition motion for early talks between the U.S. and the U.S.S.R. on the control of armaments, Sir Winston stated that with the Geneva conference pending, they should "hardly be in a more ill-chosen position to propose a meeting of heads of state."

He said Chinese army gunners were manning the anti-aircraft batteries around the beleaguered French fortress of Dien Bien Phu in Indo-China.

Mr. Dulles made this statement when he was testifying before the House Foreign Affairs Committee in support of President Eisenhower's \$300m. foreign aid bill.

"We are all naturally concerned with the prodigious experiments being carried out in the Pacific," he added. "But I do not think that there will be any difference between us that we would rather they were being carried out there than in Siberia."

"Let us all thank God for sparing us in Principle."

Regarding the Labour motion he said: "We do not dissent in principle from it. We shall not oppose it provided it is clearly understood that the word 'immediate' does not commit us to action at an unsuitable time."

"We must see what happens there (in Geneva) before attempting to use what is a very unusual 'reserve procedure.'

He stated that Britain will always be guided by two main aims of policy.

"One is to lose no opportunity of convincing the Soviet leaders and if we can, the Russian people, that the democracies of the West have no aggressive designs on them."

"The other is to ensure that until that purpose has been achieved, we have the strength necessary to deter any aggression by them and ward off their attacks."

The Prime Minister reiterated that he will not let the U.S. to discontinue the series of experiments which are to go on throughout April, because he believed that they increase the chances of world peace.

"I also believe that we have time — though not much time — to consider the problems which now confront us and the whole world, and talk them over in their new proportions, not only in public discussions but in private."

(Continued on Page 2, Col. 4)

Purchase Tax Gets 1st ReadingJerusalem Post
Knesset Correspondent

Three laws passed their first reading in the Knesset yesterday, all of them introduced by the Minister of Finance, Mr. Levi Eshkol, who visibly enjoyed his role as the dominant right-hand corner of the Knesset, where the opposition sits, as the evening wore on.

There was only token opposition to his announcement of certain increases in agricultural property tax, which still remain low — IL1 per dunam on citrus and IL2 on other fruit trees, and IL2 on fish ponds. Mr. Bader (Herut) used an impassioned speech in opposition of taxation particularly on property, claiming the taxes were still low compared to those on city property. Mr. A. Arafat (Mapam), pointed out that farm land produced no income without labour, so city property did not.

Mr. A. Lorinc (Aguda) said that taxes on consumer goods were unfair to that part of the population, mainly the orthodox, which has large families. Introducing the proposed law, Mr. Eshkol ran into the coordinated opposition of Dr. Sash and Miss Wilenska. Dr. M. Sash (Left Socialist) drew a gloomy picture of Israel economy being dragged into the abyss of a catastrophic American depression. Mr. Bader countered by saying that he had sought such an approach two years ago, but that he feared that it would do little good without an entirely new policy. Mr. Eshkol, who emphasized that U.S. funds had in the past been used to buy in all parts of the world, said that there were indications that loans from the International Bank would not weigh heavily on the Israel exchequer.

INTERRUPTERS WARNED
A warning for "unparliamentary action" was administered by the Knesset Committee yesterday to two Communist members, Miss Wilenska and Mr. Tewfik Tombi, and Dr. M. Sash (Left Socialist).

The warning is the outcome of a series of disturbances caused last week by this group, whose interpellations from the floor at times turned into duologues with the speakers and at times into irrepressible monologues. A crisis occurred when Dr. Sash persisted in accusing the Israeli government of "war-mongering" and aggressive intentions against Arab countries at the behest of imperialist powers and Miss Wilenska took time off for a speech on the Nahal incident last week during the budget debate.

**Israel Files Urgent Plaintiff
Against Jordan With UN****Council May Meet Tomorrow**

NEW YORK, Monday (Reuters).—Israel today asked the U.N. Security Council to give "urgent consideration" to a four-point complaint against Jordan.

The complaint was submitted by Israel Ambassador Abba Eban in a note to Soviet delegate Andrei Vyshinsky, Council President for April.

The Council is expected to meet on Wednesday to consider the Lebanon's complaint concerning the alleged Israel raid on the Jordanian village of Naharayim. There was a possibility, however, that that meeting might be postponed if the Disarmament Commission, summoned last week by the U.S., Britain and France to discuss the Hydrogen bomb, decides to meet on the same date.

Mr. Eban said that he would join Gen. Charles de Gaulle in an all-out fight against the European Army plan.

A spokesman for the Marshal disclosed that he had demanded and received an assurance from the U.S. that its proposal would be accepted.

Marshal Juin's resignation was accepted by the Government, which had disclosed all its details to French general will replace him.

Mr. Eban said that his Government had instructed him to demand all its rights before sending his note to Mr. Eisenhower's appeal for calmness and restraint in the Middle East.

The Israel reaction to Mr. Eisenhower's statement at his press conference last week was made in a letter which Ambassador Eban sent to Secretary of State Dulles today.

Mr. Dulles said that his Government had instructed him to demand all its rights before sending his note to Mr. Eisenhower's appeal for calmness and restraint in the Middle East.

The Government of Israel, for its part, responded to the spirit of President Eisenhower's statement which is, in full accord with its established policy.

"It has always been the desire of the Government of Israel to have peaceful frontiers with its neighbours.

"The reciprocation of this desire by Israel's neighbours and their abstention from acts of provocation, violence and illegitimate interference would lead to the immediate elimination of tension and the creation of a peaceful atmosphere."

**Jordan Cabinet Discusses
Eden's Statement on Aid**

The Jordan Cabinet on Sunday and Monday discussed the statement by British Foreign Secretary Sir Anthony Eden that in the event of Jordan being attacked, Britain would have to come to her aid. NEADS reports. The Cabinet will draft a reply this week.

The announcement aroused widespread editorial comment in the Jordan Press, most papers doubting the sincerity of Britain's "A-Diffs" note. The Anglo-Jordanian treaty had been made "long before there was an Israel and a U.N. gang." The Foreign Secretary's remarks were seen by all as a denial of all British obligations in her treaty with Jordan.

**Arab League Council
Shuns Major Decisions**

The Arab League Council, meeting in Cairo, failed to include in its 21 sessions today, according to the Council's chairman, Sheik Yousef Yassin of Saudi Arabia, NEADS reported last night.

Both the Political Committee and the Council at their meetings yesterday dealt with minor issues, such as the candidacy of various Arab League Sheiks for their posts in various U.N. organizations and agencies.

Observers believe that the current session will conclude without taking any stand on issues of major import, such as the Arab-Israel situation. Dr. Fadi Jammal's name for the 1955 Arab League's term of office was not mentioned.

The Foreign Operations Administration last night authorized Israel to purchase \$3,650,000 worth of crude oil and fuel products from the U.S. and Western Hemisphere suppliers. The money is available under the \$32m. economic aid programme for Israel.

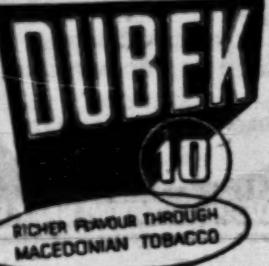
AFTER MIDNIGHT

Nationalist China's Tengku Tsing yesterday summoned the U.N. Disarmament Commission to meet on Friday. The meeting was asked by the U.S., Britain and France to consider the problems of the Hydrogen bomb.

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Social & Personal

Mr. R. Silver has been elected President of the Jerusalem Rotary Club for 1954/55. Other officers are: Mr. S. Kelly, Vice-President; Mr. A. Mann, Secretary; Mr. U. Bamberger, Treasurer; Messrs. M. Jaffe, E. Propper, A. Sues, G. Ilan, L. Putman, Z. Herzel and A. Astroc, Directors.

Mr. H. Bernstrom and Mr. S. T. Thomasson of the S.A.S. Airline, arrived yesterday at Sde-Ben for negotiations with government officials on matters affecting the Scandinavian airline.

Mr. B. Galli has been appointed Administrative Director of Defence Installations in the Ministry of Defense.

Among the El Al passengers who left on Friday were Professor Binyamin Akszin, for a short visit to Rome; Mr. Leo Buder, President of the Zionist Federation of the south-west areas of the U.S., returning home after a short visit; Mr. L. Feldberg, editor of the "South African Jewish Times," leaving for Rome after a short visit and Mr. David Marcus, editor of the Brazilian Yiddish paper "Die Presse."

In response to public request, Mr. Sergi Celibidache, for a special concerto of the Russian Philharmonic Orchestra in Tel Aviv on Saturday, April 10. The soloist in the Mozart D Major Violin Concerto will be Mr. Zvi Zeitlin. Tickets available at the Orchestra Box Office.

Jonkheer W. J. B. Sandberg, Director of the Stedelijk Museum, Amsterdam, is to lecture tomorrow, April 7, on "Pioneers of Modern Painting" at 8 p.m. at Beit HaCof, Haifa, on the occasion of the exhibition in Haifa of "One Hundred Years of Dutch Painting."

BIRTH — To Rose (nee Cohen), wife of A. M. Arbib, on April 1, at the Asasut Hospital Tel Aviv, a son — Gabriel.

At the Cinema

THE plot of "Sensualita" (Armen Haifa) which was partly written by the novelist Alberto Moravia, is one of those analytic studies of the human passions so dear to the Italian school. The heroine (Eleanor Ross-Drago) decides that her attractiveness may find her economic security. She goes to work on a farm owned by two brothers; the younger (Marcello Mastroianni) she marries; with the elder (Amedeo Nazzari) she falls in love. The film ends with a double murder.

Ross-Drago's performance over-simplifies the character of Franca and the finale runs strongly to melodrama. But the girl like the heroine of "Riso Amarillo" is accountable for her inability to foresee the consequences to her conduct. The two men act both honestly and efficiently.

The photography is excellent.

The scene, once again, is set in the flat Lombard plain and the farm scenes have an air of convincing earthy realism.

ON THE AIR

Jerusalem: 407 M., Haifa: 348 M., Tel Aviv: 514, 449 & 521 M.

FIRST PROGRAMME

News: 7 a.m. — 1 p.m. 6.15 a.m. — 8.30 & 11.00 p.m.; Arabic News: 8 a.m. — 2.15 & 6.15 p.m.

2.45 p.m. Service: 6.35. Exercise: 6.45. Military Clock (R.), 7.15 Melodies (R.), 8.30 Close Down.

11.30 a.m. Music of Heaven (R.), 12.00 Symphony No. 2 (Borodin); "Shlom" (haspody Olich); Symphony No. 2 (Brahms); 1.30 p.m. Close Down.

1.45 p.m. Lieder and Strings (Nielsen); Violin Concerto in A minor (Goldmark); Symphony in F minor (Grieg); Sam-Wilson; 2.00 Agriculture Programme: 5.30 Land Agriculture Corner; 5.45 Children's Hour: 5.50 Great Planets (R.), 7.30 Sports: 7.45 Noah's Ark: 9.45 News: 10.00 Music of Heaven; 10.30 News: 10.45 Sketch: 9.15 Dance Music: 10.30 Close Down.

It is C. HEBREW BROADCASTS: 10.15 a.m. News: 10.30 & 10.45 Close Down.

SECOND PROGRAMME

6.00, 7.15, 8.30 M.

English News: 1.45 p.m., 2.15 p.m.

FRENCH PROGRAMME: 6.45 a.m. — 8.30 M.; French: 6.30 p.m. — 7.30 p.m.

YIDDISH PROGRAMME: 6.45 a.m. — 8.30 M.; French: 7.30 p.m. — 8.30 p.m.

KOL ZION (RADIO): 6.35 (2.15 a.m. — 11.30 p.m. News: 11.30 p.m. News in the News: 11.30 p.m. Zionit Review: 11.45 Kol Zion Choir.

AMERICAN PROGRAMME: 6.45 a.m. — 8.30 M.; French: 7.30 p.m. — 8.30 p.m.

IMMIGRANT'S HOME: 6.45 a.m. — 8.30 M.; French: 7.30 p.m. — 8.30 p.m.

YAD-KAH: 7.30 p.m. — 8.30 p.m.

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Economic News Abroad

Doubling the world's output of aluminum within the next seven to ten years is predicted by the Economic Commission for Europe. The Kitimat project in British Columbia is scheduled to produce 500,000 tons by 1958-60, and the Voigt River scheme on the Gold Coast an additional 200,000. The key in both cases: abundant, cheap electricity.

Long term private investments of U.S. capital in Europe were negligible in 1953, and European dependencies repaid \$23m. more than they received. Debt service on private U.S. investments exceeded new private capital inflow from America in all post-war years except 1950.

The pipe line enjoys only a slight cost advantage over tankers today, and giant tankers now being built are cheaper to operate with probably what it cost, said G. Colley, the Senior vice-president of the Bechtel organization, major contractor of the new "Tapline" from Dahaara to Banias. In the future, new pipelines will be justified only

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Tuesday, April 6, 1954
Nisan 3, 5714 - Sha'ba 3, 1973.

OVER the first quarter of 1954 currency in circulation rose by IL.6.7 m., i.e. 5 per cent, a rate somewhat lower than that of the last year.

MONEY but still high

SUPPLY enough to cause concern. It was recently doubted whether additional cash could be supplied to the public in view of the reduced amount of Treasury bills still held by the banks. This difficulty has been overcome however thanks to the improvement in our foreign currency position. The smooth inflow of the Consolidation Loans, which can only be spent as liabilities mature, the large recent earnings of citrus exports, which are concentrated in the spring months; the renewal of German spermank transfers; and the slow realization of export proceeds in clearing-account countries - all these technical and seasonal factors have led to the accumulation of foreign currency over current requirements. The Government chose to sell it to the Issue Department and to re-purchase its own Treasury bills.

The foreign currency holdings of the Issue Department (which were nil May last) have accordingly risen from an equivalent of IL.4.3m. by the end of December to IL.16.2m., while its holdings of Treasury bills dropped by IL.5.2m. in spite of the fact that at the same time banks have been selling Treasury bills for cash. The result of these somewhat complicated transactions has been the creation of a second liquid reserve, which is held by the Government and can be put to use should the demand for money exceed the present liquid means of the banks.

Whether this will be necessary it cannot yet be foreseen. But it is significant that monetary expansion is taking place even apart from the Government deficit financing, and in spite of the slow pace at which bank credits rose recently. Higher prices and wages and greater output in industry and agriculture will be increasingly felt in the coming months, while the volume of bills and cheques in circulation seems to be nearing its upper limit. Selectivity of credit may help some vital segments of the economy at the expense of less vital, but overall credits will have to be expanded too, perhaps by diverting more Development Budget funds to this end in order not to engender new inflationary pressure.

Alliance Tyres to Base Salaries on Output

SPECIAL overtime rewards were abolished in the Alliance tyre factory as workers now receive wages based on output only. In order to work out suitable remuneration methods, a programme for the evaluation of productivity has been introduced, based on a key used by the American Association of Electrotechnical Plants. Professional training, the responsibilities and the risks of every job were calculated, and output standards fixed. To date, the results are that 80 per cent of the workers are receiving a 6 per cent premium on their basic wage, 21 per cent a double, and 14 per cent a triple premium (10%). Only 14 per cent of the workers do not reach the standards fixed and receive no premium.

Citrus Expansion Attracting Investors

By Our Economic Editor

ACCORDING to the Agricultural Census, the total national area planted in citrus was 134,000 dunam in 1952, but other sources give somewhat lower figures. One recent estimate puts the area of Jewish citrus groves at 96,000 dunam and of those administered by the Custodian at 28,000 dunam. Other experts claim that even this figure includes several thousand dunam of groves in urban areas, regarded as prospective building plots and not receiving proper care.

This small acreage provided us during the first few years of cultivation with a gross foreign currency income of \$34m., and the net added value last season was \$19m. Every dunam of citrus grove bearing fruit has thus yielded an net annual income of \$100. And the citrus is the only branch of agriculture which failed to expand. The large-scale rehabilitation programme initiated by the Government in connection with the Export-Import Bank loan could only be carried out with the help of long-term credits for growers.

And the groves newly planted were scarcely enough to offset the losses caused by the encroachment of urban development.

The cause of this standstill was not far to seek. The average cost of cultivation, marketing, fair profits and therefore not attracting capital. Reliable computations show that an average Jewish grove left its owner a net income of approximately IL.45 per dunam to cover cultivation costs, interest (IL.15 per dunam), interest on invested capital, reserves for agricultural risks and profits. Moreover, the rentality picture was blurred by the fact that at the time when the revenue from the sale of the fruit was forthcoming, cultivation costs had risen by some IL.20 per dunam.

However, the situation has undergone a complete change. This year, at least 20,000 dunam of groves are to be planted, half of them in new settlements. And the citrus is the only branch of agriculture which failed to expand. The large-scale rehabilitation programme initiated by the Government in connection with the Export-Import Bank loan could only be carried out with the help of long-term credits for growers.

This meagre outlook contrasts with the bright picture of the citrus market, which is expected to leave the growers at least IL.35 per exported crate on the tree and a net income, after deducting cultivation costs, of about IL.100 even for the average grove that yields 80 crates. Evidently, this should not be employed as the basis for long-term investment.

New Groves

Fortunately, considerable advantages are expected in the new groves, which are to be sown and cultivated by modern methods. Experts hold that cultivation costs in these groves are lower by about 30 per cent, mainly because of the better utilization of mechanical equipment and scientific methods. The same holds true, they expect, these groves to yield appreciably larger crops, of better average quality and easier to pick, because the trees are lower. Increased revenue is also expected from Valencia, Washington and other varieties, which are to be grafted on sour orange, and come to full fruition only in the twelfth year. These circumstances alter the calculations and there is even talk of special Government subsidies or long-term loans, for citrus planted on sour orange in that area.

Increased attention should be given to locating the groves suitable for citrus and preventing their diversion to other uses.

In addition, efforts should be made to reduce the inflated handling and administration expenses of the citrus trade in order to enable the citrus sector and all other sectors of our economy in circumstances less favourable than those of the current season as well.

develop large-scale citrus estates. At present, only 3 per cent of all groves are of 100 dunam and over, but the future belongs to plantations extending over several hundred dunam, and even thousands of dunam, for only then can the management be efficient and equipment be fully utilized.

Another question is whether there is still much room for the expansion of citrus groves in this large-scale modern form. Free tracts of suitable land endowed with ample water resources are scarce, and moreover, the opinion that no more than 60,000-70,000 dunam are still available for efficient planting within the citrus area proper, where the famous "Jaffa" remains in its original form, is not without foundation.

Additional tracts may be exploited, particularly in the northern Negev, but owing to heavier soil and different climate, crops are expected there to be substantially lower. In addition, in order to plant citrus on sour orange, and come to full fruition only in the twelfth year. These circumstances alter the calculations and there is even talk of special Government subsidies or long-term loans, for citrus planted on sour orange in that area.

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INDUSTRIAL WORKERS GET FREE VACATIONS

Two-thirds of all industrial workers receive free half-holiday on the employer's account. The length of the vacation varies from three days in the electronics industry to 15 days in the oil companies. It is six to eight and one-half days in Histadrut enterprises, which can utilize their own resources in the maintenance of the groves, the earning power of the plantation will be even higher.

Planting activity is now mainly concentrated in the labour settlements and in the large contracting companies (Yakhin, Mehdin, Rassco), which can

afford to pay for a holiday.

About 8,000 holiday-makers are catered to annually by the five resorts of the special vacation committee established by the Joint front with the General Federation of Labour.

The highest average daily figure to have been the main causes of this trend.

Good features were widespread among the industrial workers under the leadership of engineering, Motor and Textile Imperial Chemical new loan stock was a market feature, while Great Universal Stores came to the fore among stores.

Oils were erratic, while Kaffa, Irrigation, and Germans quietened after earlier activities. Reuters Daily Index for industries was 184.3 against 152.9 last week.

New York Firm

A good performance was put

up by Wall Street during

the week, with prices jumping

at times 2 points and above.

Tobacco was leading in the

long list of good features while rubber was better, and rail and electric power stocks showing slight lack of

interest. Factors in the news

included a report that factory workers lay-off rate showed a

first decline in February since

the employment downturn began in 1953-1954. Also of interest was

the view that an end to current

negotiations will be

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THE JERUSALEM POST

TUESDAY, APRIL 6, 1954

NISSAN 3, 5714

ETERNAL REST IN THE LAND OF THE FATHERS FOR BARON AND BARONESS EDMOND DE ROTHSCHILD

FOUNDING FATHER'S FAITH AND TESTAMENT

The following is a condensation of the address given in French by Baron Edmond de Rothschild in the Great Synagogue of Tel Aviv on the occasion of his last visit, in May 1953.

I LIFT my heart in thanks-giving unto the Lord who has favoured the declining years of my life with the wonderful sight of Israel's resurrection.

When my thoughts take me back to the first days of my labours, nearly half a century ago; when I picture Palestine as it was then — its ground strewn with rocks, infested with weeds and covered with thistles, and its miserable *fallehoun* doing their best to win a meagre harvest from its arid soil — it seems to me that I am living in a dream.

Confronted in those days with the suffering of the Jewish populations of Eastern Europe, and of the lamentable condition of Palestine I saw return to the Holy Land as their only salvation. There only, I felt, could the Jews show to the world their moral and intellectual worth and their ability to work. In Eretz Israel, I hoped, Israel would come to life again.

Far from me was the thought of an exodus of all Jews to Palestine. My only concern was to found and maintain a centre as possible for the development of the Jewish spirit and of the great intellectual culture of our race, a centre which would favourably affect the condition of the Jews throughout the world.

But to achieve this aim, the first foundations had to be laid on the land. Agricultural work had to be organized. The first pioneers fought energetically against disease as well as against the soil which rebelled at all cultivation. The first centres soon became little centres. Having surmounted all obstacles, material and political, these centres have at last become splendid colonies. "You are building on sand." I was told in those bygone days; but the sand has given to stone, and in the words of the Psalmist, the stone has become the *Rock Pina*, the corner stone of the great edifice that is Israel.

Jewish National Home

The sight of these fields, so well cultivated, of these orchards, these vineyards, these orange groves that are green oasis standing out against the desert, are proofs of the perseverance of the Jews and their energy at work. The impression which it made upon the world was of great benefit to the cause of Israel. The movement conceived by this grand inspiration evoked a feeling of solidarity among Jews throughout the world.

The chiefs of state of the great nations have proclaimed the Jewish National Home, and the League of Nations has recognized it: must we not see this as the fulfilment of the prophecy which had sustained our fathers over so many centuries of distress, and which is now accomplished after two thousand years? The day will come when all the nations of the world will bring the Israelites back to Eretz Israel. What good fortune is ours to be living at a

time when we can say that this day is at hand!

Since then this marvellous development has outstripped our fondest hopes. On all sides there have arisen new colonies, which in time will become as prosperous as the older ones. All Jewish cities have been established. Tel Aviv has become a big town, bustling with work and activity. Private initiative is setting up all sorts of industries, so that with the progress that the colonies have made, we

are in a position to say that the "National Home" rests on two solid foundations: agricultural and industrial work.

Hebrew Revival—University

BUT it is a moral and intellectual work which will impart its real Jewish character to the "National Home." It is here all this difference that the Jewish spirit may expand. Thus the opening of the University in Jerusalem must be set down as a great event in

the modern history of Judaism. When we have so many great men in all branches of science throughout the countries of the world, we may expect that the University will shine with the splendour of lofty speculative and religious thought, and will give us Einsteins and Bergsons some day.

The Hebrew of our fathers will be the language of instruction. As early as my first visit to the colonies I insisted on Hebrew as the medium, and soon

I was able to note with pleasure that it had again become a living tongue. Jews coming from different countries could thus converse in a common language which established a bond between present and past for them, linking them again with our ancestors.

Language creates cohesion among men, but it does not constitute nationality. The idea of nationalism plays a great role at present in the relations between the peoples, but one must not think that it should be a directive for the Jews coming to Palestine.

Jewish-Arab Relations

THESE countries which is just being formed, attract us to them, the fiery message of our prophets, proclaiming the great principles of morality, of compassion, of purity in religious thought that ascend toward the Lord.

Sacred History

That is why our history is world history, sacred history par excellence. It has supported our wandering fathers, dispersed through the world, assailed by the most terrible tempests that any people ever had to bear, always filled with strength in adversity, they came through these long centuries of calamity. The faith of their ancestors was in their hearts, and in the darkest days of their trials, they clung to the better world, the one where men would unite for the good of humanity. Like a torch that they would never allow to go out, from generation to generation they transmitted to their children the way they thought which they kept in their heart, the teachings of our holy books.

Chain of Tradition

ISRAEL'S development in Eretz Israel can only be achieved if you let the chain of your traditions link you again with your great past. At the source of simple material forces, what would become of a tiny group of Israelites isolated in this little land in the midst of the fluctuations of the history of nations and of the tempests that assault us? The old principles that guide us, the belief in one God; the constitution of the family as the basis of society; the relations between men estab-

lished on the maxim "Do not unto others what you would not have done unto you"; and then, the fiery message of our prophets, proclaiming the great principles of morality, of compassion, of purity in religious thought that ascend toward the Lord.

During his first visit to this country in 1887, he expressed the belief that we would yet witness the *Ingathering of the Exiles* and that the people of Israel would live securely in their land. He had understood what many of the first settlers did not understand — the decisive importance of self-help and Jewish labour. And long before some Zionist leaders, he voiced the demand for Hebrew education and the use of the Hebrew language as the medium of life in the new *Yishuv*.

From the introduction to "Avi Hayashiv" (The Father of the *Yishuv*), by G. Kressel, a brief biography of Baron Edmond de Rothschild (published by "Magen," Haifa).

Greatness and Foresight

By David Ben Gurion

It is doubtful whether there is to be found in the entire history of the Jewish people in the Diaspora over a period of nearly two thousand years a figure such as Baron Edmond de Rothschild — builder of the new Jewish settlement in the Old New Land. Rothschild was not merely a philanthropist or benefactor, even though he spent on the *Yishuv* more than any other individual Jew and perhaps more than all the Jewish people together before the State was established.

Beginning with small things, he arrived at matters of great moment: from supporting the few young settlements in the beginning he passed over to the founding of new settlements and to making land purchases all over the country, both to the west and east of the Jordan. And it was all done with a politico-strategic purpose and in sovereign dimensions, for from the very start the Baron had a clear-cut aim.

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From Frankfurt To Paris



James Jacob de Rothschild
Baron Edmond's Father
(1798 - 1868)

MOST houses in the old Judentagasse of Frankfurt am Main were marked by signs from which the family names of the inhabitants were derived. One of these house signs; a red shield, became the name of the Rothschild family.

It was in this two-storey house that the Rothschild family have been living since they came to Frankfurt in 1830, and it was here that Mayer Amsel Rothschild (1743-1812) established the great financial dynasty.

Baron Edmond's father founded the French branch in 1812. Among its many achievements was the construction, in 1846, of the *Chemin de Fer du Nord* which the firm controlled until 1940, and the historic guarantee of the five billion Franc debt to Germany after the war of 1870.

A devoted and pious Jew, James de Rothschild was a great philanthropist and a patron of Hebrew letters.



BARON EDMOND DE ROTHSCHILD



BARONESS ADELAIDE DE ROTHSCHILD

Biographical Landmarks

1816 — August 19, born in Paris.
1877 — Married his cousin Adelaide de Rothschild. Three children: James, Maurice, and Alexandrine (Miriam).
1882 — First donation to Zikhron Ya'akov and Rishon-le-Zion.
1887 — First visit to Palestine.
1893 — Second visit.
1899 — Third visit.
1900 — Transfer of the Baron's Administration to the ICA — Baron became Chairman of the newly founded Jewish Agency.
1934 — November 2, died in Paris.

1914 — Fourth visit.
1923 — Palestine Committee of the ICA transferred to a new institution (PICA) of which James de Rothschild became President.
1924 — PICA enters into force with the ratification of the "Palestine Jewish Colonization Association (Edmond de Rothschild Foundation) Ordinance."
1925 — Fifth and last visit.
1929 — Made Honorary Chairman of the newly founded Jewish Agency.
1934 — November 2, died in Paris.

THE LIVING MEMORIAL

SETTLEMENTS FOUNDED AND ASSISTED BY THE BARON AND HIS FOUNDATION

(Figures as of September 1, 1952. 44 places were invited to deposit 5 small bags with earth on the grave of the Baron.)

GALILEE

NETULIA. Situated on the Lebanon frontier. Founded in 1880; burned down by bandits in 1886 and 1890; damaged during the Arab Revolt. The Baron's "Makom" was here.

SHAD MOT. Founded in 1882. Named after the founder of "Hashomer." Famous for Trans-pelos' defense in 1920, commemorated in a plaque on the wall of the school.

HAIFA DISTRICT (SHOMRON).

ATHLET. Population 4,000. Founded in 1921 by PICA and the Baron's son-in-law, Nissim Nissim.

HAIFA DISTRICT (SHOMRON).

SHADEMOT DVORA. Population 4,000. Founded in 1889 and enlarged by the addition of Tel Zvi, workers' camp, in 1920.

HAIFA DISTRICT (SHOMRON).

HAIFA DISTRICT (SHOMRON).

CAESAREA. Population 300. Founded in 1886. Industrial activities began in 1920. Agreements between Government and PICA.

HAIFA DISTRICT (SHOMRON).

MA'ARAV. Population 4,000. Founded in 1921 by PICA and the Baron's son-in-law, Nissim Nissim.

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MA'ARAV. Population



HILLTOP MEMORIAL TO THE FATHER OF THE YISHUV

By URIEL O. SCHILLER

In his will, Baron Edmond de Rothschild, "Father of the Yishuv," stated that he wished to be buried near Zikhron Ya'akov, at a spot overlooking all the settlements founded by him in the Jaffa district.

After his death, his son, Mr. James de Rothschild, together with the late painter Prof. Herman Struck and the Haifa directors of the Palestine Jewish Colonization Association (PICA) decided to erect a hilltop tomb there.

Investigation as to suitability was made in various parts of the hill areas, the family having certain definite ideas which they wished to see realized. They chose to have the layout out of the natural rock, a wide area to be laid out as a cultivated park within a wooded landscape; a rose-garden and a large rock-garden to be included etc.

In May 1953, ten well-known Israeli architects were invited to submit plans, and in 1953, the writer of this article was commissioned to elaborate his project. The plan thus selected was mainly concerned with the arrangement of the contours of the landscape, so as to form an organic whole into which the tomb and its surroundings would naturally fit.

At the end of 1953, a scheme of work was made up, and a start was made with the drawing up of detailed plans. In 1954, we began with the construction of a road to the site and the laying of a water pipe from Zikhron Ya'akov, then itself dependent on water supply, and the preparing of the first plantations — all under the protection of "Gaffir" (supernumerary police). A fence was set up round the wooded area to protect the plantations from invasions by cattle and wanton damage.

The first commission had been given to a contractor, when the fall of Paris in 1940 put a stop to all the work on the tomb; all this under the stress of a soaring budget. In 1947, the work of excavating was just started on the building site when the War of Independence again put a stop to all activities, and there was a break of more than two years.

This break afforded time for the further maturing of the underlying artistic ideas, and in the summer of 1948, on the occasion of the architect's visit to the Rothschild home, the basic ideas of the present construction attained their final form.

The Forest

A private road leads to the entrance of an afforested area of 1,300 dunams, fenced by a natural growth of cactus and acacia trees. Our idea was to preserve and foster the indigenous Carmel vegetation of oak, eucalyptus, pine, olive trees, and only at certain points to complement it by new plantations.

Wooded paths and alleys run throughout the area, leading to view points and clearings which are planned to have the whole area proclaimed as a nature-sanctuary, so that the rich and natural vegetation may be preserved from all damage or destruction. The road cuts through the scrub wood, with alternative views over the Carmel hills and the Shomron, culminating in an extensive paved parking space with a view of the sea.

The Park

A stone wall encloses the highest part of the hill, 70 dunams of which are reserved for the actual cultivated park. A wide entrance-gate crowned with the Rothschild coat-of-arms branches out into a wide and open vista into the gardens. A fountain built into the wall is intended to refresh the visitor; its sculptural decoration may be taken to suggest the significance of sun and water as the elements of our existence and of all growth.

Entering the central gate, we step into the paved central court, shaded by high trees and bounded by an alley of trimmed shrubs. To the left is the gardener's house which includes on the ground floor, a reception hall for visitors with an adjoining garden court, in addition to

a small flat for the watchman. The second floor, which is not yet built, is to include the gardener's living premises, a guest-room, and the gardener's workshop. Adjoining is a nursery covering three dunams which has provided most of the trees planted on the site in the past 10 years.

Back at the entrance, we now turn our steps to the park. The landscape gardener, Mr. S. Weinberg-Oren of Meshak Ya'akov, together with the architect, was responsible for the realization of the family's plan of a garden park on a hill site. With the limited means at our disposal, we had to take account of the cost of maintenance, as well as to incorporate the main idea which was to make the park the dominating factor in the landscape structure.

The basic plan included the choice of a choice of distinctive garden plantations against a background of indigenous vegetation. Our aim in planning the pathways and selecting the architecture and vegetation, the main motive was to make the complementary areas appear extensive and to enable the visitor to enjoy the rich variety of the landscape through an alternation of open spaces and enclosed areas. At the same time, our effort was concentrated on keeping the choice of plants and the general layout within the bounds and limits of a garden landscape.

We now follow the main alley uphill from the formally designed entrance square. Wide expanes of grass lawns are laid on both sides. The path turns westward before reaching the wooded hilltop, and a view of the sea is revealed through a series of trees. Emerging from the wood, we come to a rock-garden at the highest point and find ourselves in front of a stone tablet on which are engraved the names of the 42 settlements founded with the help of the Baron and his Foundation — PICA.

A broad valley with palms at the bottom reveals a view of the sea, framed by high trees. The rock-garden which constitutes the cultivated part of this valley-landscape shows rare and decorative native rock plants on the terrace along tiny rivulets and round the pools.

Rose Garden and Sundial

The main pathway continues to a crossroad; to the right, leading to the garden and to the mausoleum. Continuing along the main path across a grass lawn, we enter the wood and come to a wide clearing — the rose-garden. On its terraces are to be found the largest variety of roses in the country, and round its corners the rarest and most beautiful roses.

In the middle is a sun-dial — the work of the sculptress Rhoda Traub, who also carved the stone plate in the crypt as well as the base-plate on the foundation of the entrance gate with the coat-of-arms of the Baron.

Continuing up the main alley, we pass an open space facing east intended to serve as a resting place for visitors. Going up the hill, we come to a little amphitheatre and thus back to the entrance gate. In addition to

the sea is revealed through a series of trees. Emerging from the wood, we come to a rock-garden at the highest point and find ourselves in front of a stone tablet on which are engraved the names of the 42 settlements founded with the help of the Baron and his Foundation — PICA.

For the rest, the aforesaid of the park consists of hard-wood plantations, in an attempt to prove that beauty can be combined with utility without damage to the landscape.

The Mausoleum

It was the family's wish that only local stone be used in the construction of the mausoleum. Unfortunately granite from Elliot was not yet available, and the main work was carried out in basalts from Kinneret in various dressings, with the addition of several other kinds of stone from Galilee. Incidentally, I should add that the dazzling effect of the sun.

The wood grove leads to a small forecourt. Entering through a wrought-iron gate — the work of Isaac Meier who is also responsible for the entrance gate with the coat-of-arms of the Baron — we enter a stone court set in a grove with shady pillars.

On the right and left inviting repose. Overhead, silhouetted plants show green against the blue sky, and in the moist earth are reeds and blossoming water-lilies.

A Tree and the Crypt

An ancient cypress tree surrounded by myrtle plants symbolizes the singular character of the Baron.

The drops of water which fall from the channels can be heard falling from a crown-shaped basin in the eastern wall of the court.

The main alley, there are a number of paths and rocks from every corner of the park to the highest point, which is planted with fir trees and from which all the PICA settlements of the district can be viewed.

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of the park consists of hard-wood plantations, in an attempt to prove that beauty can be combined with utility without damage to the landscape.

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A VETERAN RECALLS

By SHMUEL SEGAL

The writer of these recollections was one of the first officials of the Rothschild Administrations and later became Assistant Manager of PICA.

My last interview with the Baron took place at his

palace in Paris in October, 1923. I had come to Paris to spend my leave, and no sooner did I arrive than I contacted the General Manager of PICA, the late Henri Franck, who told me that the Baron would invite me for an interview within the next few days. I strolled about the city and when I returned to my hotel, was informed that there had been a call for me from 41 Faubourg St. Honoré saying that I was expected there the next day at 4:30.

When I arrived, the Baron informed me that I would have to wait, since the Baron had a visitor from Eretz Israel. As soon as he announced that I was there, the Baron asked him to show me in.

There were two other men in the reception room besides the Baron: Mr. Franck and Ayrem Schapiro of Petah Tikva.

The Baron turned to me and said:

"Franck is not a very good interpreter. You translate my conversation with Mr. Schapiro into Hebrew, not into German."

And then went on to tell Mr. Schapiro that I am glad

that the condition of my farmers in Eretz-Israel has im-

proved to such an extent that they feel free to go abroad; but before they do so, it would be only right that they refund what they owe me on account of my investments.

The sum repaid will not go into my pocket, but I shall use it to help new immigrants to settle in Eretz-Israel, exactly as I did for their predecessors many years ago. Ask him for me to transmit this information to his comrades in Eretz-Israel."

"Rosh Pina and the neighbour-

hood are growing tobacco. This is sent abroad, while cigarettes for local consumption are being imported. Would it not be far

more logical to set up a cigarette factory to meet local needs? And, before I could

get to the matter a thought, he said:

"How much would be needed to set up such a factory?"

Such was Baron Edmond de Rothschild, "the well-known Be-

ron" and the reason for the heavy general expenditure: I believe I succeeded, since the Baron immediately took up land purchases in Galilee, the security problem, relations with our Arab neighbours, and the farm produce. He dwelt a bit longer on the last and then

said:

"Rosh Pina and the neighbour-

hood are growing tobacco. This

is sent abroad, while cigarettes

for local consumption are being imported. Would it not be far

IN MEMORIAM

Baron Edmond de Rothschild

BAR-EYTAN ENGINEERING WORKS

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Zikhron Ya'akov — its farmers,

citizens and institutions —

will receive with deep reverence the mortal remains of

Baron Avraham Binyamin (Edmond) de Rothschild

AND THOSE OF THE LATE

Baroness Ada (Adelaide) de Rothschild

for reinterment in the lofty hills of Zikhron Ya'akov, the cornerstone of the edifice to whose construction the Father of the Yishuv dedicated his life and energies.

This day, April 6, 1954, which shall be like unto one of the Days of Pilgrimage, shall be engraved in our hearts as we commune with their memory on their return to the Land of our Fathers.

May they rest in everlasting peace and may their memory always remain fresh in the hearts of the people of Zikhron Ya'akov, the foundation stone of the Yishuv.

Zikhron Ya'akov Local Council

THE PALESTINE SALT CO. LTD., Athlit

FOUNDED BY

The Palestine Jewish Colonization Association "PICA"

(Edmond de Rothschild Foundation)

AND

The Palestine Corporation Ltd.

Salt Was Through Evaporation

of Sea Water at Athlit and Mined

at Ancient Sdom



The salt pans of Athlit.

the northern end of the Dead Sea was cut off.

At the time of the evacuation

of the potash works to Sdom (at the southern end of the Dead Sea), almost 15,000 tons

of salt, 20,000 empty bags, ma-

chinery and other valuable

equipment had to be left behind

because they could not be

taken out, although several at-

tempts were made.

As against this, Jerusalem,

during the siege, had not

single grain of salt. The Com-

pany's Manager was thus sum-

moned to Tel Aviv to discuss

ways and means of making

good the capital's deficiency.

With the greatest difficulty, 1,000

tons of salt were collected at

Athlit and dispatched by special

convoy to Jerusalem.

New Chapter Begins

After the proclamation of the

State, the huge new immigra-

tion filled the gap arising from

the departure of the majority

of the Arab population and

from the loss of territory.

Athlit had no reserves at all

Palestine Jewish Colonization Association's Prominent Role Trustees of the Baron's Heritage

GENERALLY known as PICA, the Corporation owns its existence to the late Baron Edmond de Rothschild, who in 1882 first extended a helping hand to the struggling founders of Zikhron Ya'acov. His interest thus aroused, the Baron embarked on his own creation of Jewish agricultural settlements in Palestine. By the end of the century, the "Baron" Administration, as it was then known, had increased to such an extent, that in 1900 the entire organization was transferred to the J.C.A., which undertook a wide scheme of further colonization through its Palestine Commission.

The special importance which the colonies assumed in the eyes of world Jewry after 1918 cannot be denied. In 1924 Baron Edmond de Rothschild founded the PICA, an association which was incorporated by special ordinance of the Government of Palestine and recognized as a public utility. Its President was, and still is, the Baron's son Mr. James de Rothschild.

Heroic Period

It is hard for those living today in the comparative comfort of this country to realize the superhuman difficulties — danger of life, disease, lack of equipment for maintenance and repair, and want of primary human needs — which faced the early settlers and which obliged the Baron to cater to their elementary requirements and to find new ways and means of inducing these men to stay on their farms.

Let us take a single example, that of the old Galilee settlements against which hard criticism has often been leveled. The contemporary observer is apt to forget that there might never have been a settlement on which to work if the Baron had not stood by Metulla when the Druze burned it in 1900, four years after its foundation, or later when bandits sacked it in 1920.

Yeshod Hama'as and Mishmar Hayarden, ravaged by malaria, hung precariously to the shores of the Huleh only thanks to the Baron's assistance, until the development of the country reached a stage where other bodies, using the experience gained by PICA, turned their attention to that area.

In short, to the history of whatever pre-1914 colony you may turn, you will always find that the development of the surrounding areas, even when sponsored by the Zionist institutions, was in large measure attributable to the personal heroism of the colonists supported by the ceaseless help and guidance of the Baron.

Early Cooperatives

Baron Edmond de Rothschild conceived as his ideal the emergence of a class of farmers rooted in the soil and independent of tutelage. With this end in view, he sponsored the development among them. Through his initiative and material assistance, the Société coopérative vigneronne was established at Rishon-le-Zion for the manufacture and export of wine; the "Pardess" Cooperative Society was founded for the export of citrus. These were the country's first cooperatives. A mutual credit society and a syndicate of tobacco growers were created. The chain of cooperative credit societies, which are now such a typical feature of Israel's economy was also first started through the Baron, the prototype being the Halvah Vehishuv of Zikhron Ya'acov.

Agricultural Reforms

Precious culture was enriched by PICA's innovation, crop rotation, grapefruit (in 1913 at Bitany, clementines, tobacco, clover, potatoes, the Cavendish banana, eucalyptus trees, the tractor, Dutch cows and white leghorns, were originally brought to Palestine by PICA. Soil amelioration and the afforestation of hills and dunes played an important role in these activities.

Marl, a drainage was introduced with the planting of eucalyptus at Petah Tikva and Hadera in 1888, and the famous woods of the latter settlement, among the most beautiful in the country, are today the only vestige of what was once one of the districts most infested with malaria in the whole country. Continued drainage works continued in the great Kibbutz-Athlit scheme, which lasted from 1925 to 1934 and cost over £P.250,000. In an area of 5,000 dunams over 3,000 underground springs were concentrated and over 40 kilometers of underground piping laid.

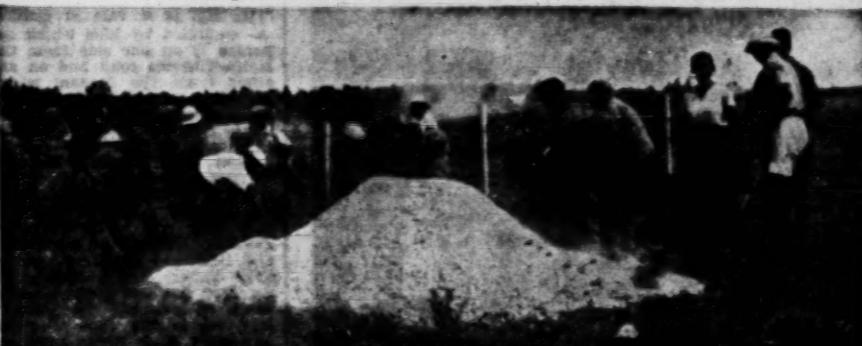
The curse of malaria was thus eradicated from an entire district, tying between Hadera and Haifa, and colonization was undertaken in the Kibbutz area: part of Ma'yan Zvi (1938), Nahalat Jabotinsky (1947), Ma'yan Michael (1949) and Beit Hanya (1950).

Communal Services

Villages, roads, communal buildings (schools, clinics, synagogues etc.) and water supplies were constructed, and for many years, until the foundation of the Va'ad Leum, under the Mandate, the education, health and veterinary services in the settlements were completely managed and supported by PICA.

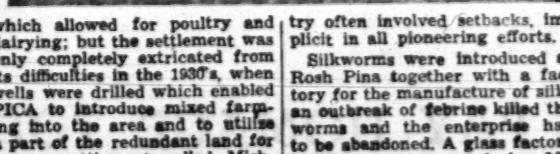
We have already mentioned the Baron's realization of the need for cooperatives. Cooperatives were formed to manage water supplies. But the social evolution of the Yishuv called for even further changes. Although the kibbutzim of Kfar Gilion, Tel Hai, Ayelet Hashahar and Geesher had been formed during the First World War, it was only in 1937, with the foundation of a moshav at Mishmar Hashlosha, that the principle of long-term leases rather than the sale of land to individual farmers was adopted. Since then the PICA's colonization has either been in the form of moshavim like Mishmar Hashlosha, Shadmot Devora, Ha-norim and Nahalat Jabotinsky, or kibbutzim like Ashdot Ya'acov, Ma'yan Zvi, Kfar Gilion, Alut and Bet Keshet.

Until 1918, the Baron's colonies



Mr. James de Rothschild, son of Baron Edmond de Rothschild and President of PICA.

Top, settlers erecting the stockade wall before nightfall in 1924. At right, levelling ground at Pardess Hana for the first orange groves in 1927. Above, the agricultural school at Sejera. Below, present settlers of the fishing settlement of Ginosar, on Lake Kinneret.



which allowed for poultry and dairying; but the settlement was only completely extricated from its difficulties in the 1930's, when wells were drilled which enabled PICA to introduce mixed farming into the area and to utilize a part of the redundant land for a new settlement called Mishmar Hashlosha.

This procedure of recovering part of the land rendered superfluous by the availability of irrigation is being adopted by other PICA settlements and is paving the way to much denser population, living on a more permanent basis than could ever have been foreseen in early days. Thus, Menahemaya was extended in 1949 and Givat Ada twice in 1948 and 1953. Sdeh Elyer was founded in 1951 on land returned by the settlers of Yeshod Hama'as.

Precursors of "Mekorot"

In spears of intensification of agriculture one should not forget PICA's share in the foundation of the Samaria Water Co. (1928) formed to take over the drilling units owned jointly by the Palestine Economic Corporation and PICA. In this firm PICA was the largest shareholder (until in 1950 it was taken over by "Mekorot" but apart from that was also willing to accept a very considerable additional sacrifice in order to make the S.W.C. possible and to expand work in PICA territories. Such instances include the very substantial financial concessions and new loans granted to Pardess Hana.

The S.W.C.'s network of irrigation canals has been spread throughout most of the area lying between Zikhron Ya'acov and Hadera, comprising the many settlements and kibbutzim of that district. Furthermore, the original PICA water supply of the Yavne Valley has been extended by virtue of new wells and new installations to serve even larger areas in that neighbourhood.

The Baron was probably the first to realize that successful Jewish colonization must be linked with industrial development and that, as far as possible, industry should be related to agriculture. In the case of colonization, the search for the most suitable form of industry

Conscious of the fact that the new State of Israel has been created on foundations laid by Baron Edmond de Rothschild, the PICA continues in the consistent pursuit of its pioneering tasks.

GLIMPSES OF THE BARON

On one of his early visits to the country, the Baron visited the school at Zikhron Ya'acov. At that time there were 150 pupils. He asked each in turn to recite the "Shema," not one knew it. The Baron turned to the teacher and asked him the reason of their ignorance. The teacher replied that the teaching of the "Shema" was the Rabbi's business, not his. That evening the teacher was dismissed.

On another occasion, on a hot day, he entered a farmer's house and asked for a drink of water. When the farmer's wife gave it to him he asked her to recite the "Shema" to him, not knowing it. This was a temporary pause among the housewives of the settlement but this time there were no objections.

He once went in on a Shabbat, to a farmer's house in Zikhron Ya'acov and

noticed a copy of Shakespeare on the table. After he had read the name, he said: "The only book which would be on a farmer's table is the Bible."

On his visit to Rishon-le-Zion just before the outbreak of war in 1914, he was greeted at the entrance to the colony by the farmers and the schoolchildren. One little girl recited a poem. When she had finished, he turned to a representative of the settlers sitting next to him and said: "I see that you have given me the dessert before the hors d'oeuvres."

He told the farmers that they were to treat what were then new immigrants with courtesy and full assistance. They should always remember that they were once newcomers themselves.

At Rishon le-Zion today, founded in 1882, it was the second settlement to be assisted by the Baron.

Together with the House of Israel we pay homage to the memory of "Hanadiv Hayadua"

Baron Edmond de Rothschild

ISRAELI ELIAZ WINES LTD.

Haifa, Benyamina, Bat Shlomo.

Grands Moulins de Palestine Ltd., Haifa

FLOUR MILLS

SUBSIDIARY OF PICA

(Edmond de Rothschild Foundation)



The new Wheat Silo, capacity 3000 tons, and enlarged Mills during building work.

The Grand Moulins de Palestine were founded in 1923 and were modernized in 1953.

This scheme included, in addition to the construction of the wheat silo which is one of the largest in Israel, the enlargement and mechanization of the Mills with the most up-to-date flour milling machinery. A pneumatic conveyor system has been installed.

All equipment and machinery were purchased from Messrs. Buhler Frères of Urwil, Switzerland.

The new silo and modernized mills were put into operation in January 1954.

Setting Up the Flour Mills

INDUSTRY connected with agriculture early claimed the interest of the Baron. The setting up of the moshavot led him to think of a flour mill for the processing of the crops produced by these settlements.

It was with this end in view that the "Grands Moulins de Haifa" (as they were originally called) were conceived in 1921, and two years later entered production as the most modern mills in the country, with an annual output of nearly 7,000 tons of flour.

The mills themselves, like the rest of the country, passed through troubled times. During the riots of 1929, situated as they were in the heart of the Arab quarter of Haifa, they were entirely cut off for several weeks, while their staff being compelled to remain at their posts, were arrested by the Police on charges trumped up by the surrounding residents. However, the riots were soon quelled and in a decade of comparative economic stability enabled the mills to increase their producti-

ve capacity.

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During the Second World War, when communications between Palestine and the rest of the world were dangerous and irregular, the Grands Moulins stepped up their rate of production and made a substantial contribution to the supply of flour required by the local population. During this period, production reached over 11,000 tons of flour per year.

In 1948, the Company, still known as the "Grands Moulins de Haifa" and registered in France, was reorganized and the production was transferred to Palestine (as the then name).

Plans were prepared for the extension and modernization of the mills to meet the growing demand for flour by the increasing population, but these plans had to be shelved, first because of World War II, and later because of the War of Independence broke out.

Arabs Bomb Plant

In April, 1948, during the period of tension and disturbance that preceded the War of Independence, a time-bomb was exploded in the mills by hostile Arabs, causing great damage to the buildings and machinery of the Grands Moulins. Emergency repairs were speedily effected and, in spite of the fact that the mills were almost completely surrounded by Arabs in an area where shooting and bombing was daily occurring, they continued operating. Although output was severely curtailed as the result of the damage caused, production never came to a standstill.

With the arrangement of an armistice between Israel and her neighbours and the restoration of communications with the outside world, PICA was enabled to take up her former

home in Paris.

He had a large map of Palestine specially made for him for use in his home in Paris. When any visitor heard him speak of his visit to the Baron, he was asked to bring the map, he knew he was in a long sitting — because the map would be laid out on the floor. The Baron would get down to it and immediately start discussing the affairs of Palestine.

At a reception in his home at Paris, Baron gave him another brandy which he said was French. The guest approved of the second drink. Thereupon the Baron replied: "The mistake is yours. The first glass was French brandy, the second Palestine."

IN his conversations with the late Menahem Ussishkin, the latter stressed the primary importance of land purchases. The Baron said: "Vous cherchez l'Éretz, moi je cherche l'Israël" (your concern is with the Land, mine is with Israel).

HITACHDUT OLEI BRITANNIA — Tel Aviv Branch

in conjunction with

SOCIAL AND CULTURAL CLUB

a public lecture by

Dr. Geitner on

"PROBLEMS OF REHABILITATION"

Tuesday, April 6, 1954 at 8:15 p.m. at the Keren Hayesod Hall, 58 HaKerem Street

Members and friends cordially invited.

SOLEL BONEH LIMITED

Pays Homage to

The Father of The Yishuv

THE LATE

Baron Edmond de Rothschild

on the return home of his

earthly remains.

Solel Boneh and its daughter company, the Lime and Stone Company Limited, are proud to have been entrusted with the distinguished task of erecting the Galilee basalt and marble-lined Mausoleum and Crypt at Zikhron Ya'acov, the eternal resting place of the late "Hanadiv Hayadua" — the well known benefactor, and the late Baroness Adelaide de Rothschild.

From Samarin to Zikhron Ya'acov

THE original Samarin, the ruined hovels on the "fortress" hill, inhabited by the first Rumanian pioneers, moved westwards across to the plateau. It was Palestine's first town-planning experiment, planned by Eli Scheid, the Baron's representative, and laid out long before 1860. In the centre, at one corner, stood the synagogue built to accommodate a larger congregation than was required at that time, for as Scheid said — in planning a new site, one must try and picture the situation fifty years ahead.

At the opposite corner stood the building containing the colony's first school, intended as a source of livelihood for widows. At a third corner was the house where lived M. Dugourd, the French agricultural instructor whose the Baron had sent to the equally primitive Rishon-le-Zion, but who had later been transferred to Zikhron Ya'acov. Behind his house stretched a large vacant plot of extremely poor soil. In his spare time Dugourd would like a Trotz to make something of that miserable parcel; today it is the public park.

That centre has been maintained. Today Zikhron Ya'acov has extended in all four directions. But the old scheme is still evident even to the inexperienced eye.

Centre of Wine Industry
Since then, 72 years have passed. It is now a prosperous village of over 3,000 inhabitants. The Yishuv has increased some 40 years ago to supply Jewish labour for what was then the ICA orange grove of Neziah (close by the present Police Station on the Haifa-Tel Aviv road), are now, in the second generation, the descendants of the founding fathers who have already produced a third generation. They are farmers and landlords in their own right.

The wine cellars on the beautiful valley road, bordered by eucalyptus and palms, have now surpassed the output of the Rishon cellars. Both belong to the Société Coopérative Vigneronne, the cooperative society of the vine-growers. Zikhron Ya'acov has become the *de facto* heart of Israel's wine industry.

"Haifa's Vehishahon," the first mutual credit society in the country and established by the Baron, the prototype of a similar institution in the country, erected a few years ago a fine modern building in the street opposite the synagogue. A model of financial stability, it has opened branches southwards to Binyamina, Givat Ada, Pardess-Hanna, Karkur and northwards to Atlit.

Daughter Settlements
Scheid's planning intended that Zikhron Ya'acov ("Memory of Jacob") after James de Rothschild, the Baron's father) should be the regional centre of a concentrated area. Another, "Solomon's Daughter," after the Baron's mother) was established further eastwards. Today its population is still under 200, because development has been impeded by lack of water. Nevertheless, the settlers have hung on in spite of every difficulty and the physical dangers which they experienced in bygone troublous times from the hostility of their neighbours.

Bar Shalom's agriculture con-

sists of dry farming, vines and fruit plantations. These farmers too, bring their grapes to the Zikhron Ya'acov wine cellars.

Since 1948 the settlement has been reinforced by a housing scheme for 80 families. The residents find employment at the "Lime and Stone" (a subsidiary of Solel Boneh) quarries on land leased by the firm from PICA.

The second so-called "dependency" is Meyer Shefey (Shefey was the Arab name; Meyer commemorates the founder of the Rothschild family, Meyer Amchel Rothschild). Most of the land has now been ceded by PICA to the Junior Hadassah Children's Hospital established in 1923. This school occupies the old farm buildings and has added many new ones.

Descending or ascending the road winding through the gorge

where the late Dr. Hillel Yoffe worked, is a memorial of those times.

Today Zikhron Ya'acov health is well nigh perfect. The Kibbutz (6,000 dunams (1,500 acres), lying between the foot of the mountain and the sea, were drained by PICA between 1925 and 1939. The fens have become the site of two fish ponds of Ma'ayan Zvi. The remainder of the land is occupied by Zikhron Ya'acov farmers.

Scenes of Nili Action

The drainage of marshes has not only improved health. It has increased the area available to be planted, and as a result, assisted by modern transport, it has provided Zikhronians with sea bathing, even moonlight bathing, by the trip to the for-



The synagogue at Zikhron Ya'acov

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